



E-Marketing Track

E-marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. By such a definition, eMarketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity. E-marketing is critically important for academics and businesses. It's at the forefront of a redefinition of way businesses interact with their customers.

The topics, which will be addressed in this track, but not limited to, include:

- ✓ Measuring the effectiveness of e-marketing activities
- ✓ Identifying appropriate e-marketing activities across varying organizations and industries
- ✓ Ethical/legal issues in e-marketing
- ✓ Leveraging current and developing new marketing and branding capabilities in an interactive marketing context through new techniques such as content marketing, viral marketing or influencer marketing
- ✓ Establishing and maintaining customer relationships through interactive e-marketing channels
- ✓ Effective e-marketing strategies for products versus services
- ✓ Marketing of luxury products and services via social media and digital technology
- ✓ Comparative studies of effective direct/multi-channel marketing activities across different markets and market regions

Track Chair: Qing Wang

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Professor Qing Wang is Professor of Marketing and Innovation and founding director of the MICEE network (Marketing, Innovation and the Chinese and Emerging Economies) at Warwick Business School, University of Warwick. She was previously a faculty member at SPRU, Sussex University before joining Warwick Business School in 2000. She held visiting professor positions at several universities including Duke University, Insead, Tsinghua University, Zhejiang University, and Sun Yat-sen University.

Professor Wang studied BSc Engineering at Xian University of Technology and MSc Management Science at Tianjin University. In 1993, she obtained her PhD in Marketing at Warwick University. In 2013, she was awarded the higher doctorate - Doctor of Science (D.Sc.), by Warwick University for her outstanding contribution to social science research. She is the recipient of the 2009 *Robert D. Buzzell Best Paper Award* from the Marketing Science Institute, and the recipient of the 2015 *Best Qualitative Paper Award* from the Journal of Qualitative Research in Financial markets. In addition, she is the finalist for the 2015 *Asia Professional Awards (APA)* in Britain.

She published in leading refereed journals including *Journal of Marketing Research*, *Journal of Product Innovation Management*, and *Research Policy*. She is Associate Editor for *Journal of Research in Interactive Marketing* and has consulted for companies in the UK, US and China. Her research has significant impact on businesses particularly in the high-tech and luxury sector. She acts as expert advisor and/or board member for businesses and organizations including China's National Research Centre for Technological Innovation, Marketing Science Institute in the U.S., Leverhulme Luxury Network, House of Britannia (London), Artemis Associates (Hong Kong), and Warwick Learning Ltd (Beijing).

Professor Wang's research interests fall into three main areas. The first area investigates the links between firm's marketing capabilities and innovation capabilities under different environment and she investigates the capabilities of Chinese high tech enterprises competing in the west through innovation and brands. The second area focuses on consumer adoption of radically new products and services both before and after purchase and examines the influence of goal-oriented anticipatory affect on post adoption new product usage.

The third area of her research examines the changing behaviour of the luxury consumers, particularly in the emerging market like China, India and Brazil. Her current projects in this area investigate (a) the country of origin effect on the British heritage brands and the role of the British monarchy, (b) the triggers, emotions and goal fulfillment of the luxury experience and the psychological effect of money and (c) the role of digital technology and social media in luxury marketing to special populations (e.g. the millennial and post-millennial generation). Professor Wang's work has been featured in the media including BBC News channel, Bloomberg TV, The Financial Times, China Daily, The New York Times, The Independent, The Times, and The Red Luxury.